First The Eminem Show, Now The Eminem Fashion Show

Eminem has signed a deal to market his own Shady line of sportswear.
By archive-Joe-DAngelo
Perhaps he got the inspiration from cleanin' out his closet?

Eminem has become the latest artist to break into the fashion game, having recently signed a deal with the Nesi Apparel Group, according to a company spokesperson. Em's line, a sportswear collection called Shady, reportedly will be modeled after his personal style and is expected to be available in late summer, just in time for back-to-school shopping sprees.

Slim Shady joins a crowded list of artists-turned-clothiers, including P. Diddy (Sean Jean), Jennifer Lopez (J. Lo by Jennifer Lopez), NSYNC's Chris Kirkpatrick (FuMan Skeeto) and Creed's Scott Stapp (Screamline) (see [article id="1459419"]"No Leather Pants In Creed Singer's Clothing Line"[/article]). Recently, Ice-T announced IceWear, due in July bearing a logo that reads, "His name demands respect. His clothing line will command it."

Nesi Apparel is no stranger to hip-hop threads; the New York company also licenses and produces the junior division of Damon Dash's Rocawear line.